

New Marlboro Lights 100's

Lighter in taste. Lower in tar.
And still offers up the same quality
that has made Marlboro famous.



The spirit of Marlboro in a low tar cigarette.

Warning: The Surgeon General Has Determined
That Cigarette Smoking Is Dangerous to Your Health.

Kings: 12 mg. "tar," 0.7 mg. nicotine av. per cigarette, FTC Report Aug. 77.
100's: 12 mg. "tar," 0.6 mg. nicotine av. per cigarette by FTC Method.

